

EXHIBIT B

Exhibit B: Search Terms

Number	Search String
1	("M&A" OR "M & A" OR MA OR merger* OR acquisition* OR acquir* OR transaction OR divest* OR JV OR "joint venture" OR "joint-venture" OR alliance) /20 (AdWords OR "Ad Words" OR "Google Display Network" OR GDN OR DoubleClick OR "Double Click" OR "Double-Click" OR "Bid Manager" OR DBM OR "Campaign Manager" OR DCM OR DFA OR "Ads Data Hub" OR ADH OR "DoubleClick Studio" OR "DoubleClick Search" OR "Google Analytics 360 Suite" OR GA360 OR "DoubleClick for Publishers" OR DFP OR "Ad Exchange" OR AdX OR "Ad X" OR "Google Ads" OR "Smart Campaigns" OR "Google Marketing Platform" OR "Display & Video 360" OR "Display and Video 360" OR DV360 OR "Campaign Manager" OR Studio OR "Search Ads 360" OR SA360 OR "Google Analytics" OR "Google Ad Manager" OR GAM OR AdSense OR "Ad Sense" OR AdMob OR "Ad Mob" OR DVIP OR AdMeld OR AFS OR AFC OR DRX OR "X for Publishers" OR GMP OR DV3 OR SA3 OR "X for Advertisers" OR XFA OR GCN OR "Relay Media" OR (invite pre/3 media) OR "Advertising Exchange" OR ADXSSL OR "Ad Manager 360" OR AM360 OR AwBid)
2	("complain" OR investig* OR inquir* OR alleg* OR claim* OR argue* OR CID* OR "civil investigative demand" OR "civil investigative demands" OR subpoena* OR litig* OR lawsuit OR sue* OR suing) /40 (anticomp* OR (anti pre/1 compet*) OR competit* OR antitrust OR "anti-trust" OR monopol* OR oligopol* OR monopson* OR dominan* OR conspir* OR collu* or allocat* OR Sherman OR Clayton OR FTC OR "Federal Trade Commission" OR DOJ OR "Department of Justice" OR "Justice Department")
3	(("R&D" OR "R & D" OR research* OR release* OR develop* OR upgrad* OR expan*) /20 ((person pre/3 year*) OR (person pre/3 month*) OR cost* OR expen* OR sunk* OR invest* OR resource* OR timelin* OR amortiz*)) AND (AdWords OR "Ad Words" OR "Google Display Network" OR GDN OR DoubleClick OR "Double Click" OR "Double-Click" OR DCLK OR GA360 OR "DoubleClick for Publishers" OR DFP OR DFA OR DBM OR DDM OR GCM OR "Ad Exchange" OR AdX OR "Ad X" OR "Google Ads" OR DV360 OR SA360 OR "Google Analytics" OR "Google Ad Manager" OR GAM OR AdSense OR "Ad Sense" OR AdMob OR "Ad Mob" OR DRX OR "Advertising Exchange" OR ADXSSL OR "Ad Manager 360" OR AM360 OR AwBid OR ADH OR "Ads Data Hub")

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5	((pric* OR rate OR rates OR discount* OR fee OR fees OR commission*) /10 (plan OR plans OR planned OR planning OR list* OR polic* OR forecast* OR strateg* OR analy* OR program OR decision OR decid* OR revshar* OR ((rev OR revenue) /2 shar*) OR card OR cards)) /20 (AdWords OR "Ad Words" OR "Google Display Network" OR GDN OR DoubleClick OR "DoubleClick" OR "Double-Click" OR "Bid Manager" OR DBM OR "Campaign Manager" OR DCM OR DFA OR "Ads Data Hub" OR ADH OR "DoubleClick Studio" OR "DoubleClick Search" OR "Google Analytics 360 Suite" OR GA360 OR "DoubleClick for Publishers" OR DFP OR "Ad Exchange" OR AdX OR "Ad X" OR "Google Ads" OR "Smart Campaigns" OR "Google Marketing Platform" OR "Display & Video 360" OR "Display and Video 360" OR DV360 OR "Campaign Manager" OR Studio OR "Search Ads 360" OR SA360 OR "Google Analytics" OR "Google Ad Manager" OR GAM OR AdSense OR "Ad Sense" OR AdMob OR "Ad Mob" OR DVIP OR AdMeld OR AFS OR AFC OR DRX OR "X for Publishers" OR GMP OR DV3 OR SA3 OR "X for Advertisers" OR XFA OR GCN OR "Relay Media" OR (invite pre/3 media) OR DRX OR "Advertising Exchange" OR ADXSSL OR "Ad Manager 360" OR AM360 OR AwBid OR ADH OR "Ads Data Hub" OR Banksy OR HBGY OR UPR OR UFPA OR DFL OR "Dynamic Revenue Share" OR "Dynamic Rev Share" OR DRS OR Bernanke OR RPO OR (bid w/2 (shav* OR shad* OR mult* OR hid* OR optimiz* OR cach* OR budget*)) OR gTrade OR Poirot OR Poirot OR Elmo OR Marple OR "Supply Path Optimization" OR SPO OR (supply w/2 optimiz*) OR "Demand Path Optimization" OR DPO OR (optimiz* w/3 path) OR 3PE OR "Third Party Exchange" OR model* OR "experiment*")

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6	(moat OR "pricing power" OR "market power" OR "monopoly" OR "monopsony" OR "competitive edge" OR "efficient scale" OR "entry barriers" OR "entrench" OR "dominant" OR "market leader" OR "market position" OR "network effects") AND (AdWords OR "Ad Words" OR "Google Display Network" OR GDN OR DoubleClick OR "Double Click" OR "Double-Click" OR "Bid Manager" OR DBM OR "Campaign Manager" OR DCM OR DFA OR "Ads Data Hub" OR ADH OR "DoubleClick Studio" OR "DoubleClick Search" OR "Google Analytics 360 Suite" OR GA360 OR "DoubleClick for Publishers" OR DFP OR "Ad Exchange" OR AdX OR "Ad X" OR "Google Ads" OR "Smart Campaigns" OR "Google Marketing Platform" OR "Display & Video 360" OR "Display and Video 360" OR DV360 OR "Campaign Manager" OR Studio OR "Search Ads 360" OR SA360 OR "Google Analytics" OR "Google Ad Manager" OR GAM OR AdSense OR "Ad Sense" OR AdMob OR "Ad Mob" OR DVIP OR AdMeld OR AFS OR AFC OR DRX OR "X for Publishers" OR GMP OR DV3 OR SA3 OR "X for Advertisers" OR XFA OR GCN OR "Relay Media" OR (invite pre/3 media) OR DRX OR "Advertising Exchange" OR ADXSSL OR "Ad Manager 360" OR AM360 OR "gTrade" OR "Poirot" OR "Poirit" OR "Jedi" OR "Elmo" OR "Marple" OR "Supply Path Optimization" OR SPO OR (supply w/2 optimiz*) OR "Demand Path Optimization" OR DPO OR (optimiz* w/3 path) OR "AwBid" OR "Dynamic Revenue Share" OR "Dynamic Rev Share" OR DRS OR Bernanke OR RPO OR (bid w/2 (shav* OR shad* OR mult* OR hid* OR optimiz* OR cach* OR budget*)) OR UPR OR UFPA OR DFL OR Nera OR Narnia OR Banksy OR HBYG OR HBYG OR HB OR "HB Yield Group" OR "Client-Side Indirect" OR Yavin OR "Demand Product" OR "Ad Connector" OR Potassium OR Newton OR 3PC OR ((third* w/3 part*) AND cookie*) OR GAIA OR biscotti OR zwieback OR (data w/5 leak*) OR Constellation OR "Full Circle" OR "Ads Data Hub" OR ADH OR (cookie* w/5 match*) OR (inventory w/2 (quality OR signal* OR data)) OR ((clean* OR dirt* OR risk* OR IVT OR invalid OR fraud* OR spam*) w/3 (inventory OR supply)))
7	((market* /5 (share* or percent* or portion* or segmen* or vertical* OR presence OR domina* OR position)) /50 (protect* OR preserv* OR maint* OR keep* OR defend* OR guard* OR shield*)) /50 (AdWords OR "Ad Words" OR "Google Display Network" OR GDN OR DoubleClick OR "Double Click" OR "Double-Click" OR "Bid Manager" OR DBM OR "Campaign Manager" OR DCM OR DFA OR "Ads Data Hub" OR ADH OR "DoubleClick Studio" OR "DoubleClick Search" OR "Google Analytics 360 Suite" OR GA360 OR "DoubleClick for Publishers" OR DFP OR "Ad Exchange" OR AdX OR "Ad X" OR "Google Ads" OR "Smart Campaigns" OR "Google Marketing Platform" OR "Display & Video 360" OR "Display and Video 360" OR DV360 OR "Campaign Manager" OR Studio OR "Search Ads 360" OR SA360 OR "Google Analytics" OR "Google Ad Manager" OR GAM OR AdSense OR "Ad Sense" OR AdMob OR "Ad Mob" OR DVIP OR AdMeld OR AFS OR AFC OR DRX OR "X for Publishers" OR GMP OR DV3 OR SA3 OR "X for Advertisers" OR XFA OR GCN OR "Relay Media" OR (invite pre/3 media) OR DRX OR "Advertising Exchange" OR ADXSSL OR "Ad Manager 360" OR AM360 OR AwBid OR ADH OR "Ads Data Hub" OR Banksy OR HBYG OR UPR OR UFPA OR DFL OR "Dynamic Revenue Share" OR "Dynamic Rev Share" OR DRS OR Bernanke OR RPO OR (bid w/2 (shav* OR shad* OR mult* OR hid* OR optimiz* OR cach* OR budget*)) OR gTrade OR Poirot OR Poirit OR Elmo OR Marple OR "Supply Path Optimization" OR SPO OR (supply w/2 optimiz*) OR "Demand Path Optimization" OR DPO OR (optimiz* w/3 path) OR 3PE OR "Third Party Exchange" OR SoW OR (share OR fraction OR portion w/3 wallet) OR model* OR "experiment*")

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8	((plan OR plans OR planned OR planning OR strateg* OR roadmap OR decision* OR decide* OR develop* OR create OR creates OR created OR creating OR design* OR "R&D") /20 (ecosys* OR interop* OR rely* OR compat* OR combin*)) /30 (AdWords OR "Ad Words" OR "Google Display Network" OR GDN OR DoubleClick OR "Double Click" OR "Double-Click" OR "Bid Manager" OR DBM OR "Campaign Manager" OR DCM OR DFA OR "Ads Data Hub" OR ADH OR "DoubleClick Studio" OR "DoubleClick Search" OR "Google Analytics 360 Suite" OR GA360 OR "DoubleClick for Publishers" OR DFP OR "Ad Exchange" OR AdX OR "Ad X" OR "Google Ads" OR "Smart Campaigns" OR "Google Marketing Platform" OR "Display & Video 360" OR "Display and Video 360" OR DV360 OR "Campaign Manager" OR Studio OR "Search Ads 360" OR SA360 OR "Google Analytics" OR "Google Ad Manager" OR GAM OR AdSense OR "Ad Sense" OR AdMob OR "Ad Mob" OR DVIP OR AdMeld OR AFS OR AFC OR DRX OR "X for Publishers" OR GMP OR DV3 OR SA3 OR "X for Advertisers" OR XFA OR GCN OR "Relay Media" OR (invite pre/3 media) OR DRX OR "Advertising Exchange" OR ADXSSL OR "Ad Manager 360" OR AM360 OR AwBid OR ADH OR "Ads Data Hub" OR UPR OR UFPA OR DFL OR "Dynamic Revenue Share" OR "Dynamic Rev Share" OR DRS OR Bernanke OR RPO OR (bid w/2 (shav* OR shad* OR mult* OR hid* OR optimiz* OR cach* OR budget*)) OR gTrade OR Poirot OR Poirot OR Elmo OR Marple OR "Supply Path Optimization" OR SPO OR (supply w/2 optimiz*) OR "Demand Path Optimization" OR DPO OR (optimiz* w/3 path) OR 3PE OR "Third Party Exchange" OR model* OR "experiment*" OR Nera OR Narnia OR Yavin OR "Demand Product" OR "Ad Connector")
9	((analy* OR report* OR study OR studie* OR research* OR whitepaper OR "white paper" OR "white-paper") /5 (econom* OR market*)) /50 (AdWords OR "Ad Words" OR "Google Display Network" OR GDN OR DoubleClick OR "Double Click" OR "Double-Click" OR "Bid Manager" OR DBM OR "Campaign Manager" OR DCM OR DFA OR "Ads Data Hub" OR ADH OR "DoubleClick Studio" OR "DoubleClick Search" OR "Google Analytics 360 Suite" OR GA360 OR "DoubleClick for Publishers" OR DFP OR "Ad Exchange" OR AdX OR "Ad X" OR "Google Ads" OR "Smart Campaigns" OR "Google Marketing Platform" OR "Display & Video 360" OR "Display and Video 360" OR DV360 OR "Campaign Manager" OR Studio OR "Search Ads 360" OR SA360 OR "Google Analytics" OR "Google Ad Manager" OR GAM OR AdSense OR "Ad Sense" OR AdMob OR "Ad Mob" OR DVIP OR AdMeld OR AFS OR AFC OR DRX OR "X for Publishers" OR GMP OR DV3 OR SA3 OR "X for Advertisers" OR XFA OR GCN OR "Relay Media" OR (invite pre/3 media) OR DRX OR "Advertising Exchange" OR ADXSSL OR "Ad Manager 360" OR AM360 OR "gTrade" OR Poirot OR Poirot OR Jedi OR Elmo OR Marple OR "Supply Path Optimization" OR SPO OR (supply w/2 optimiz*) OR "Demand Path Optimization" OR DPO OR (optimiz* w/3 path) OR AwBid OR 3PE OR "Third Party Exchange" OR "Dynamic Revenue Share" OR "Dynamic Rev Share" OR DRS OR Bernanke OR RPO OR (bid w/2 (shav* OR shad* OR mult* OR hid* OR optimiz* OR cach* OR budget*)) OR UPR OR UFPA OR DFL OR Nera OR Narnia OR Banksy OR HBGY OR HBYG OR HB OR "HB Yield Group" OR "Client Side Indirect" OR Yavin OR "Demand Product" OR "Ad Connector" OR Potassium OR Newton OR 3PC OR (third* w/3 cookie*) OR ((DBM OR DV3 OR DV360 OR video OR platform OR AdX OR GAM) w/5 consolidat*) OR (consolidat* w/10 metric*) OR ((DBM OR DV3 OR DV360) w/10 increment*) OR "Ads Data Hub" OR ADH OR (cookie* w/5 match*) OR (inventory w/2 (quality OR signal* OR data)) OR (clean* OR dirt* OR risk* OR IVT OR invalid OR fraud* OR spam*) w/3 (inventory OR supply)) OR model* OR experiment*)

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11	((compet* OR rival*) /20 (market* /5 (share* OR entry OR exit OR foreclose* OR dominan* OR leader OR position OR concentrate* OR HHI OR disrupt*))) AND (AdWords OR "Ad Words" OR "Google Display Network" OR GDN OR DoubleClick OR "Double Click" OR "Double-Click" OR "Bid Manager" OR DBM OR "Campaign Manager" OR DCM OR DFA OR "Ads Data Hub" OR ADH OR "DoubleClick Studio" OR "DoubleClick Search" OR "Google Analytics 360 Suite" OR GA360 OR "DoubleClick for Publishers" OR DFP OR "Ad Exchange" OR AdX OR "Ad X" OR "Google Ads" OR "Smart Campaigns" OR "Google Marketing Platform" OR "Display & Video 360" OR "Display and Video 360" OR DV360 OR "Campaign Manager" OR Studio OR "Search Ads 360" OR SA360 OR "Google Analytics" OR "Google Ad Manager" OR GAM OR AdSense OR "Ad Sense" OR AdMob OR "Ad Mob" OR DVIP OR AdMeld OR AFS OR AFC OR DRX OR "X for Publishers" OR GMP OR DV3 OR SA3 OR "X for Advertisers" OR XFA OR GCN OR "Relay Media" OR (invite pre/3 media) OR DRX OR "Advertising Exchange" OR ADXSSL OR "Ad Manager 360" OR AM360 OR AwBid OR ADH OR "Ads Data Hub" OR Banksy OR HBYG OR UPR OR UFPA OR DFL OR "Dynamic Revenue Share" OR "Dynamic Rev Share" OR DRS OR Bernanke OR RPO OR (bid w/2 (shav* OR shad* OR mult* OR hid* OR optimiz* OR cach* OR budget*)) OR gTrade OR Poirot OR Poirit OR Elmo OR Marple OR "Supply Path Optimization" OR SPO OR (supply w/2 optimiz*) OR "Demand Path Optimization" OR DPO OR (optimiz* w/3 path) OR 3PE OR "Third Party Exchange" OR SoW OR (share OR fraction OR portion w/3 wallet))

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13	((compet* OR rival*) /10 (quality OR technolog* OR performance OR privacy OR security OR "user experience" OR UX OR customizability OR inventory OR availability OR publisher* OR develop* OR data OR (customer /5 service))) AND (AdWords OR "Ad Words" OR "Google Display Network" OR GDN OR DoubleClick OR "Double Click" OR "Double-Click" OR "Bid Manager" OR DBM OR "Campaign Manager" OR DCM OR DFA OR "Ads Data Hub" OR ADH OR "DoubleClick Studio" OR "DoubleClick Search" OR "Google Analytics 360 Suite" OR GA360 OR "DoubleClick for Publishers" OR DFP OR "Ad Exchange" OR AdX OR "Ad X" OR "Google Ads" OR "Smart Campaigns" OR "Google Marketing Platform" OR "Display & Video 360" OR "Display and Video 360" OR DV360 OR "Campaign Manager" OR Studio OR "Search Ads 360" OR SA360 OR "Google Analytics" OR "Google Ad Manager" OR GAM OR AdSense OR "Ad Sense" OR AdMob OR "Ad Mob" OR DVIP OR AdMeld OR AFS OR AFC OR DRX OR "X for Publishers" OR GMP OR DV3 OR SA3 OR "X for Advertisers" OR XFA OR GCN OR "Relay Media" OR (invite pre/3 media) OR DRX OR "Advertising Exchange" OR ADXSSL OR "Ad Manager 360" OR AM360 OR AwBid OR ADH OR "Ads Data Hub" OR "Dynamic Revenue Share" OR "Dynamic Rev Share" OR DRS OR Bernanke OR RPO OR (bid w/2 (shav* OR shad* OR mult* OR hid* OR optimiz* OR cach* OR budget*)) OR "Supply Path Optimization" OR SPO OR (supply w/2 optimiz*) OR "Demand Path Optimization" OR DPO OR (optimiz* w/3 path) OR 3PE OR "Third Party Exchange" OR Nera OR Narnia OR Newton OR Potassium OR 3PC OR ((third* w/3 part*)) AND cookie*) OR GAIA OR biscotti OR zwieback OR (cookie* w/5 match*) OR (inventory w/2 quality OR signal*) OR ((clean* OR dirt* OR risk* OR IVT OR invalid) w/2 (traffic OR fraud* OR spam*)))
14	(supply OR demand) /20 (AdWords OR "Ad Words" OR "Google Display Network" OR GDN OR DoubleClick OR "Double Click" OR "Double-Click" OR "Bid Manager" OR DBM OR "Campaign Manager" OR DCM OR DFA OR "Ads Data Hub" OR ADH OR "DoubleClick Studio" OR "DoubleClick Search" OR "Google Analytics 360 Suite" OR GA360 OR "DoubleClick for Publishers" OR DFP OR "Ad Exchange" OR AdX OR "Ad X" OR "Google Ads" OR "Smart Campaigns" OR "Google Marketing Platform" OR "Display & Video 360" OR "Display and Video 360" OR DV360 OR "Campaign Manager" OR Studio OR "Search Ads 360" OR SA360 OR "Google Analytics" OR "Google Ad Manager" OR GAM OR AdSense OR "Ad Sense" OR AdMob OR "Ad Mob" OR DVIP OR AdMeld OR AFS OR AFC OR DRX OR "X for Publishers" OR GMP OR DV3 OR SA3 OR "X for Advertisers" OR XFA OR GCN OR "Relay Media" OR (invite pre/3 media) OR DRX OR "Advertising Exchange" OR ADXSSL OR "Ad Manager 360" OR AM360 OR "Elmo" OR "Supply Path Optimization" OR SPO OR (supply w/2 optimiz*) OR "Demand Path Optimization" OR DPO OR (optimiz* w/3 path) OR 3PE OR "Third Party Exchange" OR experiment*)

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15	(compet* OR rival* OR substit*) /20 (supply OR demand OR cost OR scale OR inventory OR price OR elastic*) /20 (AdWords OR "Ad Words" OR "Google Display Network" OR GDN OR DoubleClick OR "Double Click" OR "Double-Click" OR "Bid Manager" OR DBM OR "Campaign Manager" OR DCM OR DFA OR "Ads Data Hub" OR ADH OR "DoubleClick Studio" OR "DoubleClick Search" OR "Google Analytics 360 Suite" OR GA360 OR "DoubleClick for Publishers" OR DFP OR "Ad Exchange" OR AdX OR "Ad X" OR "Google Ads" OR "Smart Campaigns" OR "Google Marketing Platform" OR "Display & Video 360" OR "Display and Video 360" OR DV360 OR "Campaign Manager" OR Studio OR "Search Ads 360" OR SA360 OR "Google Analytics" OR "Google Ad Manager" OR GAM OR AdSense OR "Ad Sense" OR AdMob OR "Ad Mob" OR DVIP OR AdMeld OR AFS OR AFC OR DRX OR "X for Publishers" OR GMP OR DV3 OR SA3 OR "X for Advertisers" OR XFA OR GCN OR "Relay Media" OR (invite pre/3 media) OR DRX OR "Advertising Exchange" OR ADXSSL OR "Ad Manager 360" OR AM360 OR "Elmo" OR "Supply Path Optimization" OR SPO OR (supply w/2 optimiz*) OR "Demand Path Optimization" OR DPO OR (optimiz* w/3 path) OR 3PE OR "Third Party Exchange" OR model* OR "experiment*" OR Banksy OR HBYG OR UPR OR UFPA OR DFL OR "Dynamic Revenue Share" OR "Dynamic Rev Share" OR DRS OR Bernanke OR RPO OR (bid /2 (shav* OR shad* OR mult* OR hid* OR optimiz* OR cach* OR budget*)) OR gTrade OR Poirot OR Poirit OR Elmo OR Marple)
16	(plan OR plans OR planned OR planning OR strateg* OR roadmap OR rational* OR complain* OR concern* OR investig* OR inquir* OR alleg* OR claim* OR argue OR CID* OR "civil investigative demand" OR "civil investigative demands" OR subpoena* OR litig* OR lawsuit OR sue* OR suing) /50 (AMP OR (acceler* pre/1 "mobile page") OR (acceler* pre/1 "mobile pages") OR "Fast Fetch" OR "Delayed Fetch")
17	((data* OR datum OR histor* OR info* OR inform*) /30 (sale* OR sell* OR commerc* OR monetiz*)) /30 (AdWords OR "Ad Words" OR "Google Display Network" OR GDN OR DoubleClick OR "Double Click" OR "Double-Click" OR "Bid Manager" OR DBM OR "Campaign Manager" OR DCM OR DFA OR "Ads Data Hub" OR ADH OR "DoubleClick Studio" OR "DoubleClick Search" OR "Google Analytics 360 Suite" OR GA360 OR "DoubleClick for Publishers" OR DFP OR "Ad Exchange" OR AdX OR "Ad X" OR "Google Ads" OR "Smart Campaigns" OR "Google Marketing Platform" OR "Display & Video 360" OR "Display and Video 360" OR DV360 OR "Campaign Manager" OR Studio OR "Search Ads 360" OR SA360 OR "Google Analytics" OR "Google Ad Manager" OR GAM OR AdSense OR "Ad Sense" OR AdMob OR "Ad Mob" OR DVIP OR AdMeld OR AFS OR AFC OR DRX OR "X for Publishers" OR GMP OR DV3 OR SA3 OR "X for Advertisers" OR XFA OR GCN OR "Relay Media" OR (invite pre/3 media) OR DRX OR "Advertising Exchange" OR ADXSSL OR "Ad Manager 360" OR AM360 OR (unified OR universal w/2 ID OR identifi*) OR Nera OR Narnia OR Potassium OR Newton OR 3PC OR (third* w/3 cookie*) OR GAIA OR biscotti OR zwieback OR Constellation OR "Full Circle" OR "Ads Data Hub" OR ADH OR ((data OR signal* OR quality OR bid) w/10 (quer* OR request*)) OR (cookie* w/5 match*) OR (inventory w/2 (quality OR signal*)))

Exhibit B: Search Terms

Number	Search String
18	(AdWords OR "Ad Words" OR "Google Display Network" OR GDN OR DoubleClick OR "Double Click" OR "Double-Click" OR "Bid Manager" OR DBM OR "Campaign Manager" OR "DoubleClick Search" OR DCM OR DFA OR DRX OR "Ads Data Hub" OR ADH OR "DoubleClick Studio" OR "DoubleClick Search" OR "Google Analytics 360 Suite" OR GA360 OR GMP OR GCN OR "DoubleClick for Publishers" OR DFP OR "Ad Exchange" OR AdX OR "Ad X" OR "X for Publishers" OR "X for Advertisers" OR XFA OR "Google Ads" OR "Smart Campaigns" OR "Google Marketing Platform" OR "Display & Video 360" OR "Display and Video 360" OR DV360 OR "Campaign Manager" OR Studio OR "Search Ads 360" OR SA3 OR SA360 OR "Google Analytics" OR "Google Ad Manager" OR GAM OR AdSense OR "Ad Sense" OR AFS OR AFC OR AdMob OR "Ad Mob" OR DVIP OR AdMeld OR (invite pre/3 media) OR DRX OR "Advertising Exchange" OR ADXSSL OR "Ad Manager 360" OR AM360 OR "gTrade" OR Poirot OR Jedi OR "Elmo" OR "Marple" OR "Supply Path Optimization" OR SPO OR "Demand Path Optimization" OR DPO OR (optimiz* w/3 path) OR "AwBid" OR "Fast Fetch" OR "Delayed Fetch" OR Dynamic Revenue Share OR "Dynamic Rev Share" OR DRS OR Bernanke OR RPO OR (bid /2 (shav* OR shad* OR mult* OR hid* OR optimiz* OR cach* OR budget*)) OR UPR OR UFPA OR DFL OR Nera OR Narnia OR Banksy OR HBGY OR HBYG OR (HB /20 (ad OR ads OR advertis* OR pub OR pubs OR publisher* OR SSP* OR exchange* OR DSP* OR Amazon OR AMZN OR TAM OR Facebook OR FB OR FAN)) OR "HB Yield Group" OR "Client-Side Indirect" OR Yavin OR "Demand Product" OR "Ad Connector" OR Potassium OR Newton OR 3PC OR (third* w/3 cookie*) OR CSAM OR Viral OR GAIA OR biscotti OR zwieback OR Constellation OR ((unified OR universal) w/2 (ID OR identifi*))) /20 (RevForce OR (rev w/2 force) OR waffle OR amortiz* OR depreciat* OR pric* OR fee OR (rev* /5 shar*) OR (term* /3 sale or sales) OR discount OR profit* OR margin* OR commiss* OR ((business* OR "short term" OR "long term" OR budget* OR financ* OR model* OR estimat* OR trend*) /5 (plan OR plans OR planned OR planning OR strateg* OR objectiv* OR project* OR roadmap)) OR default* OR (expan* /5 (market* OR product* OR eco*)) OR "R&D" OR research* OR (develop* /10 (plan OR plans OR planned OR planning OR strateg* OR forecast* OR roadmap OR project* OR predict* OR budget* OR decision* OR decid* OR model* OR estimat* OR trend*)))
19	(develop* OR plan OR plans OR planned OR planning OR introduc* OR updat* OR revis* OR chang* OR objectiv* OR modif* OR design* OR create OR creates OR created OR creating OR experiment* OR test OR testing OR tested OR tests OR Rasta) /25 ((real OR realtime OR "real-time" /5 bid*) OR RTB OR (dynamic* /3 allocat*) OR (unified /3 pric*) OR EDA OR (exchang* /5 bid*) OR EDBA OR EBDA OR (open* /5 bid*) OR "Ad Exchange" OR AdX OR "Ad X" OR DFP OR DFA OR DBM OR "Display & Video 360" OR "Display and Video 360" OR DV360 OR "Ad Manager" OR GAM OR (DRX /20 (ad OR ads OR advertis* OR pub OR pubs OR publisher* OR SSP* OR exchange* OR DSP* OR Amazon OR AMZN OR TAM OR Facebook OR FB OR FAN)) OR "Advertising Exchange" OR ADXSSL OR "Ad Manager 360" OR AM360 OR "gTrade" OR Poirot OR Jedi OR Elmo OR "Marple" OR "Supply Path Optimization" OR SPO OR "Demand Path Optimization" OR DPO OR (optimiz* w/3 path) OR "AwBid" OR Dynamic Revenue Share OR "Dynamic Rev Share" OR DRS OR Bernanke OR RPO OR (bid /2 (shav* OR shad*)) OR UPR OR UFPA OR DFL OR Nera OR Narnia OR Banksy OR HBGY OR HBYG OR (HB /20 (ad OR ads OR advertis* OR pub OR pubs OR publisher* OR SSP* OR exchange* OR DSP* OR Amazon OR AMZN OR TAM OR Facebook OR FB OR FAN)) OR "HB Yield Group" OR "Client-Side Indirect" OR Yavin OR "Demand Product" OR "Ad Connector")

Exhibit B: Search Terms

Number	Search String
20	(((third* /3 part*) OR 3P OR "Non Google" OR nongoogle OR compet* OR rival* OR Rubicon OR OpenX OR FreeWheel OR "Free Wheel" OR SpotX OR (Trade /3 Desk) OR Pubmatic OR (Index /3 Exchange) OR Oracle OR AppNexus OR Xandr OR Sizmek OR Flashtalking OR (Tube /3 Mogul) OR Adobe OR Oath OR MediaMath OR Dataxu OR Adform OR Sonobi OR AOL OR GumGum OR Criteo OR Flashtalking) /40 (integrat* OR compat* OR support* OR contract* OR agree*)) /40 (AdWords OR "Ad Words" OR "Google Display Network" OR GDN OR DoubleClick OR "Double Click" OR "DoubleClick" OR "Bid Manager" OR DBM OR "Campaign Manager" OR "DoubleClick Search" OR DCM OR DFA OR DRX OR "Ads Data Hub" OR ADH OR "DoubleClick Studio" OR "DoubleClick Search" OR "Google Analytics 360 Suite" OR GA360 OR GMP OR GCN OR "DoubleClick for Publishers" OR DFP OR "Ad Exchange" OR AdX OR "Ad X" OR "X for Publishers" OR "X for Advertisers" OR XFA OR "Google Ads" OR "Smart Campaigns" OR "Google Marketing Platform" OR "Display & Video 360" OR "Display and Video 360" OR DV360 OR "Campaign Manager" OR Studio OR "Search Ads 360" OR SA3 OR SA360 OR "Google Analytics" OR "Google Ad Manager" OR GAM OR AdSense OR "Ad Sense" OR AFS OR AFC OR AdMob OR "Ad Mob" OR DVIP OR AdMeld OR (invite pre/3 media) OR DRX OR "Advertising Exchange" OR ADXSSL OR 3PE OR "Third Party Exchange" OR Nera OR Narnia OR Potassium OR Newton OR 3PC OR (third* w/3 cookie*) OR GAIA OR biscotti OR zwieback OR Constellation OR "Full Circle" OR "Ads Data Hub" OR ADH OR ((data OR signal* OR quality OR bid) w/10 (quer* OR request*)) OR (cookie* w/5 match*) OR experiment* OR (clean* OR dirt* OR risk* OR IVT OR invalid) w/2 (traffic OR fraud* OR spam*))
21	(data* /50 (import* OR export*)) /50 (AdWords OR "Ad Words" OR "Google Display Network" OR GDN OR DoubleClick OR "Double Click" OR "Double-Click" OR "Bid Manager" OR DBM OR "Campaign Manager" OR "DoubleClick Search" OR DCM OR DFA OR DRX OR "Ads Data Hub" OR ADH OR "DoubleClick Studio" OR "DoubleClick Search" OR "Google Analytics 360 Suite" OR GA360 OR GMP OR GCN OR "DoubleClick for Publishers" OR DFP OR "Ad Exchange" OR AdX OR "Ad X" OR "X for Publishers" OR "X for Advertisers" OR XFA OR "Google Ads" OR "Smart Campaigns" OR "Google Marketing Platform" OR "Display & Video 360" OR "Display and Video 360" OR DV360 OR "Campaign Manager" OR Studio OR "Search Ads 360" OR SA3 OR SA360 OR "Google Analytics" OR "Google Ad Manager" OR GAM OR AdSense OR "Ad Sense" OR AFS OR AFC OR AdMob OR "Ad Mob" OR DVIP OR AdMeld OR (invite pre/3 media) OR DRX OR "Advertising Exchange" OR ADXSSL OR AM360 OR "Ad Manager 360" OR ((unified OR universal) w/2 (ID OR identifi*)) OR Nera OR Narnia OR Potassium OR Newton OR 3PC OR (third* w/3 cookie*) OR GAIA OR biscotti OR zwieback OR Constellation OR "Full Circle" OR "Ads Data Hub" OR ADH OR ((data OR signal* OR quality OR bid) w/10 (quer* OR request*)) OR (cookie* w/5 match*) OR model* OR experiment*)
22	((multi* pre/3 (home OR homed OR homing)) OR (multi* /5 provid*)) /50 (AdWords OR "Ad Words" OR "Google Display Network" OR GDN OR DoubleClick OR "Double Click" OR "Double-Click" OR "Bid Manager" OR DBM OR "Campaign Manager" OR "DoubleClick Search" OR DCM OR DFA OR DRX OR "Ads Data Hub" OR ADH OR "DoubleClick Studio" OR "DoubleClick Search" OR "Google Analytics 360 Suite" OR GA360 OR GMP OR GCN OR "DoubleClick for Publishers" OR DFP OR "Ad Exchange" OR AdX OR "Ad X" OR "X for Publishers" OR "X for Advertisers" OR XFA OR "Google Ads" OR "Smart Campaigns" OR "Google Marketing Platform" OR "Display & Video 360" OR "Display and Video 360" OR DV360 OR "Campaign Manager" OR Studio OR "Search Ads 360" OR SA3 OR SA360 OR "Google Analytics" OR "Google Ad Manager" OR GAM OR AdSense OR "Ad Sense" OR AFS OR AFC OR AdMob OR "Ad Mob" OR DVIP OR AdMeld OR (invite pre/3 media) OR "Advertising Exchange" OR ADXSSL OR "Ad Manager 360" OR AM360 OR 3PE OR "Third Party Exchange" OR ((Third OR non-Google OR external OR outside) w/2 (exchange OR SSP OR DSP OR "Ad Server" OR AdServer OR PAS)))
23	(Head* /5 bid*) OR "PreBid" OR "Poirot" OR "Elmo" OR Banksy OR HBGY OR HBYG OR HB/20 (ad OR ads OR advertis* OR pub OR pubs OR publisher* OR SSP* OR exchange* OR DSP* OR Amazon OR AMZN OR TAM OR Facebook OR FB OR FAN)) OR "HB Yield Group" OR (IAB w/2 (head* w/5 bid*))

Exhibit B: Search Terms

Number	Search String
24	(((third* /3 part*) OR 3P OR Freewheel OR "Free Wheel" OR "Non Google" OR nongoogle OR compet* OR rival*) /30 (integrat* OR compatib* OR support* OR contract* OR allow OR agreement*)) /30 (Search OR AdSense OR AdX) OR ((DBM or DV3 OR DV360 OR video OR platform OR AdX OR GAM) AND (consolidat*)) OR (consolidat* w/10 metric*) OR ((DBM OR DV3 OR DV360) AND increment*) OR ((DBM OR DV3 OR DV360 OR video OR platform OR AdX OR GAM OR AdSense) w/10 (inventory w/2 (quality OR signal*))) OR ((clean* OR dirt* OR risk* OR IVT OR invalid) w/2 (traffic OR fraud* OR spam*)))
25	integrat* OR combin* OR unif* OR consolidat* OR incorporat* OR join* OR link* OR interfac* OR interop* OR fold* OR rebrand*) /5 ("Google Ad Exchange" OR AdX) /5 ("DoubleClick Bid Manager" OR DBM OR "Google Ad Manager" OR "GAM" OR DFP OR " DoubleClick for Publishers " OR DRX))
26	((integrat* OR combin* OR unif* OR consolidat* OR incorporat* OR join* OR link* OR interfac* OR interop* OR fold* OR rebrand*) /5 ("Google Marketing Platform" OR GMP) /10 ("Google Analytics" OR GA360 OR "Analytics 360") OR (DoubleClick OR DBM OR DCM) OR DV360 OR "Display & Video 360"))
27	((integrat* OR combin* OR unif* OR consolidat* OR incorporat* OR join* OR link* OR interfac* OR interop* OR fold* OR rebrand*) /5 ("Google Ad Exchange" OR AdX) /10 (AdMob OR "Invite Media")))
28	(((complain* OR angry OR mad OR upset* OR problem* OR unfair OR exploit* OR leverage* OR harm* OR hurt* OR protest* OR oppose* OR object* OR annoy* OR dissatisfied OR dissatisfaction OR disadvantage* OR degrad* OR disfavor*) /5 ("Google Ad Exchange" OR AdX OR DRX)) OR ((minimum /5 spend) /5 ("Ad Exchange" OR AdX)))
29	((complain* OR angry OR mad OR upset* OR problem* OR unfair OR exploit* OR leverage* OR harm* OR hurt* OR protest* OR oppose* OR object* OR annoy* OR dissatisf* OR disadvantage* OR degrad*) AND ((dynamic allocation " OR "enhanced dynamic allocation " OR EDA) /10 (AdX OR "Google Ad Exchange" OR AdSense OR AdMob OR DFP OR " DoubleClick for Publishers " OR "Google Ad Manager" OR "GAM"))))
30	("Dynamic Allocation" /25 (("work together" OR integrat* OR interact* OR interop* OR unif* OR combin* OR consolidat* OR incorporat* OR join* OR link* OR interfac*) /15 (AdX OR "Google Ad Exchange" OR AdSense OR AdMob OR DFP OR " DoubleClick for Publishers " OR "Google Ad Manager" OR "GAM"))))
31	(("Header bidding" OR HB OR prebid) /10 (effect* OR impact* OR affect* OR counter* OR fight* OR "respond to" OR "new product" OR "compete with" OR revenue OR threat OR "exchange bidding" OR EBDA OR "open bidding"))
32	(("Header bidding" OR HB OR prebid) /10 (#test OR #study OR report OR #analysis) AND (#Effective OR #Abandon OR latency))
33	((complain* OR angry OR mad OR upset* OR problem* OR unfair OR exploit* OR leverage* OR harm* OR hurt* OR protest* OR oppose* OR object* OR annoy* OR dissatisfied OR dissatisfaction OR disadvantage* OR degrad*) /15 ("exchange bidding" OR "open bidding" OR EBDA))
34	(("exchange bidding" OR "open bidding" OR EBDA) /10 (impact* OR affect* OR result* OR increas* OR higher OR decreas* OR declin* OR reduc* OR low*) /15 (revenue* OR profit* OR yield* OR return* OR spend* OR fee* OR rate* OR charge* OR cost*))
35	(("AMP" OR ("accelerated mobile" /1 Page) OR "AMP Project" OR "AMP Page") /10 ((govern* OR authority OR "steering committee" OR TSC OR "advisory committee" OR "AC") /10 (criteria* OR standard* OR rule* OR participat* OR join*)))

Exhibit B: Search Terms

Number	Search String
36	(("AMP" OR ("accelerated mobile" /1 Page) OR "AMP Project" OR "AMP Page") /10 (justif* OR purpose OR reasoning OR "reason behind" OR rationale) AND (((user experience" OR UX) AND (better or improved or superior)) OR "faster page loads" OR (reduc* w/1 latency) OR speed OR optimiz*))
37	(("AMP" OR ("accelerated mobile" /1 Page) OR "AMP Project" OR "AMP Page") /10 (expenditure OR finance OR "P&L" OR "pay for" OR underwrit* OR bankroll* OR subsidiz*))
38	(("AMP" OR ("accelerated mobile" /1 Page) OR "AMP Project" OR "AMP Page") /10 ("Behavioral data" OR (Data /15 collect*)))
39	(("AMP" OR ("accelerated mobile" /1 Page) OR "AMP Project" OR "AMP Page") /10 ((revenue* or profit*) w/1 (boost* OR increas* OR enhanc* OR goose* OR juice* OR surg* OR skyrocket* OR grow* OR drop* OR decreas* OR limit* OR declin* OR shrink* OR dwindle* OR "falling off" OR "fall off"))))
40	(("AMP" OR ("accelerated mobile" /1 Page) OR "AMP Project" OR "AMP Page") /10 ("alternative to" OR "potential alternative" OR "build versus buy" OR "build vs buy" OR "build vs. buy" OR "better option" OR "superior to"))
41	(("AMP" OR ("accelerated mobile" /1 Page) OR "AMP Project" OR "AMP Page") /10 (cookie* /10 match* OR track* OR Newton OR Potassium))
42	(("AMP" OR ("accelerated mobile" /1 Page) OR "AMP Project" OR "AMP Page") /10 ((rank* OR position OR factor* OR place*) /15 (algo* OR "SERP" OR "search engine" /1 result*)))
43	(("non-AMP" OR (normal /1 (page* or site*))) /10 (carousel*)))
44	(("AMP" OR ("accelerated mobile" /1 Page) OR "AMP Project" OR "AMP Page") /10 (Cache /10 (google.com OR ampproject.com OR cloudfare)))
45	(("AMP" OR ("accelerated mobile" /1 Page) OR "AMP Project" OR "AMP Page") /10 (Data /10 ((third-party" OR "third party" OR 3P) /5 analytic*)))
46	(("AMP" OR ("accelerated mobile" /1 Page) OR "AMP Project" OR "AMP Page") /10 ((harm* OR hurt* OR reduc* OR disadvantage* OR degrad* OR disfavor*) /15 (*compet* OR publishers OR pubs OR websites OR sites)))
47	(("AMP" OR ("accelerated mobile" /1 Page) OR "AMP Project" OR "AMP Page") /10 (Prebid /10 (relation* OR control* OR influenc* OR affect* OR effect*)))
48	("AMP" OR ("accelerated mobile" /1 Page) OR "AMP Project" OR "AMP Page") /10 ((#study OR #test OR #review OR #assessment OR #analysis) /10 (#latency OR #abandon OR #effective))
49	(("AMP" OR ("accelerated mobile" /1 Page) OR "AMP Project" OR "AMP Page") /10 ((affect* OR change* OR impact*) /15 ((traffic* OR visit*) /15 (pubs* OR publishers*))))
50	(("AMP" OR ("accelerated mobile" /1 Page) OR "AMP Project" OR "AMP Page") /10 ("ampletter.org" OR "A letter about Google AMP" OR "open letter"))
51	("Privacy Policy" /25 (DFP OR DoubleClick For Publishers)) AND (chang* OR alter* OR plan* OR decid* OR complain* OR angry OR "mad" OR upset* OR problem* OR unfair OR exploit* OR leverage* OR harm* OR hurt* OR protest* OR oppose OR object* OR annoy* OR dissatisfied OR dissatisfaction OR disadvantage* OR degrad* OR disfavor*))
52	(Chrome AND (cookie* AND (track* OR sync* OR match* OR monitor* OR follow*))) AND ("third-part" OR (third /1 part*) OR 3P*)) AND ("cross site" OR "cross-site" OR "across site" OR (multiple /3 site*)) OR #track OR sync* OR

Exhibit B: Search Terms

Number	Search String
	Newton OR Potassium))
53	("Privacy Policy" /10 (chang* OR alter* OR plan* OR decid* OR complain* OR angry OR "mad" OR upset* OR problem* OR unfair OR exploit* OR leverage* OR harm* OR hurt* OR protest* OR oppose OR object* OR annoy* OR dissatisfied OR dissatisfaction OR disadvantage* OR degrad* OR disfavor*))
54	(acqui* OR merg* OR "M&A" OR buy OR purchase OR Market OR markets OR marketplace OR marketshare OR monopol* OR compet* OR "market share" OR barrier* OR entry OR enter OR enters OR entered OR overlap* OR expansion OR expand* OR demand OR supply OR steal* OR stole OR switch* OR dominat* OR exit* OR loyal OR incumb* OR substit* OR rival* OR uncompetitive OR weak* OR reposition* OR predatory OR maverick OR replace* OR disrupt* OR enemy OR synerg* OR efficien*) w/15 (DoubleClick OR DART OR " DoubleClick for publishers " OR DFP OR "Decision Engine" OR DE OR "Unified Advertiser Suite" OR DFA OR (DoubleClick w/5 ("Ad Exchange" OR AdX)) OR DBM OR DCM OR Googleclick OR DCLK)
55	((acqui* OR merg* OR "M&A" OR buy OR purchase OR Market OR markets OR marketplace OR marketshare OR monopol* OR compet* OR share* OR barrier* OR entry OR enter OR enters OR entered OR overlap* OR expansion OR expand* OR win OR winning OR won OR wins OR lose OR lost OR loss OR demand OR supply OR steal* OR stole OR switch* OR dominat* OR exit* OR loyal OR incumb* OR substit* OR rival* OR uncompetitive OR weak* OR reposition* OR predatory OR maverick OR replace* OR disrupt* OR enemy OR synerg* OR efficien*) w/20 admob)
56	((acqui* OR merg* OR "M&A" OR buy OR purchase OR Market OR markets OR marketplace OR marketshare OR monopol* OR compet* OR share* OR barrier* OR entry OR enter OR enters OR entered OR overlap* OR expansion OR expand* OR win OR winning OR won OR wins OR lose OR lost OR loss OR demand OR supply OR steal* OR stole OR switch* OR dominat* OR exit* OR loyal OR incumb* OR substit* OR rival* OR uncompetitive OR weak* OR reposition* OR predatory OR maverick OR replace* OR disrupt* OR enemy OR synerg* OR efficien*) w/20 (AdMeld OR FireMeld OR "project Seventeen" OR "project 17"))
57	((acqui* OR merg* OR "M&A" OR buy OR purchase OR Market OR markets OR marketplace OR marketshare OR monopol* OR compet* OR share* OR barrier* OR entry OR enter OR enters OR entered OR overlap* OR expansion OR expand* OR win OR winning OR won OR wins OR lose OR lost OR loss OR demand OR supply OR steal* OR stole OR switch* OR dominat* OR exit* OR loyal OR incumb* OR substit* OR rival* OR uncompetitive OR weak* OR reposition* OR predatory OR maverick OR replace* OR disrupt* OR enemy OR synerg* OR efficien*) w/20 ("Invite Media" OR (Invite w/10 "Bid Manager")))
58	(AdWords OR "Google Ads" OR GDN OR "Google Display Network" OR "Google Ad Exchange" OR "Google Ad Manager" OR GAM) w/20 (AdSense OR AdX) w/20 ((certif* w/15 network*) OR limit OR requir* OR urge* OR push* OR mandatory OR involve*)
59	(complain* OR angry OR mad OR upset* OR problem* OR unfair OR exploit* OR leverage* OR harm* OR hurt* OR protest* OR oppose* OR object* OR annoy* OR dissatisf* OR disadvantage* OR degrad* OR disfavor*) w/20 ((AdWords OR "Google Ads") w/20 ((auction* OR bid* OR select* OR pick* OR chose* OR proc* OR method) w/20 (win* OR optimiz* OR outbid* OR award*)))
60	(complain* OR angry OR mad OR upset* OR problem* OR unfair OR exploit* OR leverage* OR harm* OR hurt* OR protest* OR oppose* OR object* OR annoy* OR dissatisf* OR disadvantage* OR degrad* OR disfavor*) AND (Smart w/3 Pric*)
61	(complain* OR angry OR mad OR upset* OR problem* OR unfair OR exploit* OR leverage* OR harm* OR hurt* OR protest* OR oppose* OR object* OR annoy* OR dissatisf* OR disadvantage* OR degrad* OR disfavor*) w/20

Exhibit B: Search Terms

Number	Search String
	(" Doubleclick for Publishers " OR DFP OR "Ad Manager" OR GAM)
62	(" Doubleclick for Publishers " OR DFP OR "Ad Manager" OR GAM) w/20 (direct* w/5 (sale OR sold OR sell OR inventory))
63	("small business" OR "small biz" OR SMB OR SB) w/20 (free OR charge OR pric* OR cost OR fee* OR revenue* OR profit OR monetiz* OR optimiz* OR scale*)
64	("DFP Premium" OR DFPP OR Premium OR "DoubleClick for Publishers Premium") w/20 (free OR charge OR pric* OR cost OR fee* OR revenue OR profit* OR monetiz* OR optimiz* OR scale* OR AdSense OR AdX OR "Ad Exchange" OR DRX OR GAM OR "Google Ad Manager")
65	((Market OR markets OR marketplace OR "market share" OR monopol* OR compet* OR share* OR barrier* OR entry OR enter OR enters OR entered OR overlap* OR expansion OR expand* OR win OR winning OR won OR wins OR lose OR lost OR loss OR demand OR supply OR steal* OR stole OR switch* OR dominat* OR exit* OR loyal OR incumb* OR substit* OR rival* OR uncompetitive OR weak* OR reposition* OR predatory OR maverick OR replace* OR disrupt* OR enemy) w/20 (("Trade Desk" OR "TheTradeDesk" OR "TradeDesk" OR TTD OR DataXu OR "Data Xu" OR Adform OR (Verizon w/3 ("ad network" OR DSP OR SSP OR Exchange OR "ad server" OR DMP)) OR "Oath Ad Platforms" OR ("Oath" w/3 ("ad network" OR DSP OR SSP OR Exchange OR "ad server" OR DMP)) OR Sizmek OR Epom OR "Amazon DSP" OR AAP OR "Amazon Advertising Platform" OR (AppNexus w/3 ("ad network" OR DSP OR SSP OR Exchange OR "ad server" OR DMP)) OR "AppNexus Programmable Platform" OR (Xandr w/3 ("ad network" OR DSP OR SSP OR Exchange OR "ad server" OR DMP)) OR "Xandr Invest" OR "Xandr Monetize" OR Amobee OR Videology OR (Turn w/3 (DSP OR DMP)) OR MediaMath OR "Media Math" OR SpotX OR TubeMogul OR OpenX OR Rubicon OR Pubmatic OR Telaria OR Teads OR InMobi OR MoPub OR Ooyala OR "Transparent Ad Marketplace" OR "Unified Ad Marketplace" OR "Index Exchange" OR "Facebook Audience Network" OR FAN OR Criteo OR "Amazon Mobile Ads Network" OR (Amazon w/3 "ad network") OR "Microsoft Audience Network" OR "Bing Audience Network" OR (Bing w/3 "ad network") OR (LinkedIn w/3 "ad network") OR Chartboost OR "Unity Ads" OR AdColony OR IronSource OR Vungle OR Fyber OR AppLovin OR Taboola OR Outbrain OR Matomy OR (SalesForce w/3 analytics) OR BlueKai OR (Adobe w/3 ("ad network" OR DSP OR SSP OR Exchange OR "ad server" OR DMP)) OR "Audience Manager" OR Lotame OR "Amobee Turn" OR (Yahoo! w/3 ("ad network" OR DSP OR SSP OR Exchange OR "ad server" OR DMP)) OR inMob OR "Audience Match" OR (Nielsen w/3 analytics) OR (IBM w/3 analytics OR DSP) OR Kochava OR Webtrends OR Adslot OR Weborama OR Innovid OR Conversant OR Flashtalking OR Celtra OR AdGlare OR AdGear OR (Amazon w/3 "ad server") OR (Snap* w/3 "ad server") OR (trueeffect w/3 "ad server") OR Unruly OR Zeus OR Kenshoo OR AdColony OR (Accenture w/3 analytics) OR acquisio OR adition OR adzerk OR "AT internet" OR (Clinch w/3 (DSP OR "ad server" OR "campaign manager" OR "campaign management" OR "analytics")) OR eSearchVision OR "extreme reach" OR IgnitionOne OR IntelliAd OR Omnicom OR Optmyzr OR "Piwik Pro" OR Polar OR QuanticMind OR Rakuten OR NextPerf OR (SAS w/3 analytics) OR "Smart ad server" OR webtrekk OR WordStream OR Smaato OR TripleLift OR Zeta OR Sovrn OR RhythmOne OR MobFox OR "media.net" OR Sonobi OR Yieldmo OR "Chocolate Platform" OR Fluct OR Zedo OR Freewheel OR FW OR ((Facebook OR FB) w/3 (exchange OR SSP OR "ad network" OR analytics)) OR (TripAdvisor w/3 "ad network") OR (Yelp w/3 "ad network") OR (etsy w/3 "ad network") OR Twitter OR (Snapchat w/3 "ad network") OR (Pinterest w/3 "ad network") OR (Safari OR Firefox OR UC OR "internet explorer" OR Opera OR (microsoft w/5 edge) OR (Baidu w/5 browser) OR Puffin OR Ghostery OR Cheetah OR Yandex OR Vivaldi OR Dolphin OR (samsung w/5 browser) OR Brave OR Lynklet) OR (TikTok OR Twitch OR Dailymotion OR Vimeo OR Apple OR Hulu OR Roku OR Netflix))) NOT industryinfo
66	"Strategy Book" OR "Strategy Charter"

Exhibit B: Search Terms

Number	Search String
67	DV360 w/30 (discount* OR pricing OR price* OR bundle* OR rebate* OR incentiv* OR "rate card" OR remuneration OR refund* OR allowance* OR concession*)
68	(complain* OR angry OR mad OR upset* OR problem* OR unfair OR exploit* OR leverage* OR harm* OR hurt* OR protest* OR oppose* OR object* OR annoy* OR dissatisf* OR disadvantage* OR degrad* OR disfavor*) w/20 ("DoubleClick Bid Manager" OR DBM OR "Google Marketing Platform" OR GMP OR "Audience Center" OR GAC)
69	(DMP OR "data management platforms" OR (data w/5 platform*) OR (data /3 analytic*) OR 3P OR third-part* OR "third party") AND ((pixel* OR track OR retarget*) w/25 (GDN OR "Google Display Network"))
70	(complain* OR angry OR mad OR upset* OR problem* OR unfair OR exploit* OR leverage* OR harm* OR hurt* OR protest* OR oppose* OR object* OR annoy* OR dissatisf* OR disadvantage* OR degrad* OR disfavor*) w/20 (attribut* OR last-click OR "last click" OR last-impression OR "last impression")
71	(complain* OR angry OR mad OR upset* OR problem* OR unfair OR exploit* OR leverage* OR harm* OR hurt* OR protest* OR oppose* OR object* OR annoy* OR dissatisf* OR disadvantage* OR degrad* OR disfavor*) w/20 ("Exchange Bidding" OR "Open Bidding" OR EB OR EBDA OR OB)
72	(complain* OR angry OR mad OR upset* OR problem* OR unfair OR exploit* OR leverage* OR harm* OR hurt* OR protest* OR oppose* OR object* OR annoy* OR dissatisf* OR disadvantage* OR degrad* OR disfavor*) w/20 ("Server to Server" OR sever-to-server OR S2S OR server-side OR "server side")
73	("Exchange Bidding" OR "Open Bidding" OR EB OR EBDA OR OB) w/20 (exchange* OR OpenX OR AppNexus OR Rubicon OR Pubmatic OR Telaria OR "Verizon Media" OR (Verizon w/3 exchange) OR Oath OR Teads OR FBX OR InMobi OR MoPub OR Ooyala OR "Transparent Ad Marketplace" OR "Unified Ad Marketplace" OR "Index Exchange" OR Adform OR SpotX OR Epom)
74	("Exchange Bidding" OR "Open Bidding" OR EB OR EBDA OR OB) AND (Publisher* OR pub*) AND ((ad OR ads) w/20 (spend* OR revenue* OR profit OR budget OR allocat*))
75	("Exchange Bidding" OR "Open Bidding" OR EB OR EBDA OR OB) w/20 (fee OR fees OR cost* OR charg* OR cut OR percentag* OR % OR pric* OR pay OR paid)
76	(advantage* OR edge OR superior OR "upper hand" OR benefit* OR more OR better) AND ((Data OR GAIA OR nera OR narnia) w/25 (collect* OR target* OR track* OR monetiz* OR monetis*)) AND ((across OR cross OR "cross-") w/4 (device* OR platform* OR system*))
77	(complain* OR angry OR mad OR upset* OR problem* OR unfair OR exploit* OR leverage* OR harm* OR hurt* OR protest* OR oppose* OR object* OR annoy* OR dissatisf* OR disadvantage* OR degrad* OR disfavor*) AND (AdMob w/20 (SDK* OR "Software Dev Kit" OR "Software Development Kit")) AND inventory
78	("login" OR "log in" OR "log-in" OR user* OR "sign-in" OR "sign in" OR "signed-in" OR "signed in" OR GAIA) AND (data w/25 (collect* OR target* OR track* OR monetiz* OR Monetis*)) AND ((across OR cross OR cross-) w/4 (device* OR platform* OR system*))
79	(Chrome AND ("third-part" OR (third /1 part*) OR 3P OR 3Ps OR 3PAT) /15 (#track* OR sync* OR match* OR monitor* OR follow* OR optimiz*)) AND ((multiple OR across OR cross- or cross*) /3 (site* OR website* OR platform* OR browser* OR application* OR app OR apps)) AND (cookie* OR data OR user*)) OR (Chrome AND (Newton OR Potassium))

Exhibit B: Search Terms

Number	Search String
80	"Ads Council Meeting" OR ACM OR "Global Partnerships Cross-Functional Review" OR GPX OR "Global Buy-Side Cross-Functional Review" OR "GBX" OR "Functional Management Group Deal Review" OR "FMG Deal Review" OR "Business Council Deal Review" OR "BC Deal Review" OR "Executive Committee" OR "Exec Comm"
81	((Smart w/2 bid*) OR SmartBid*)
82	(pHOB OR HOB)
83	(HBYG OR ("header bidding" w/2 yield))
84	("Demand Syndication")
85	(Jedi*)
86	(Sith)
87	(Yavin)
88	("Ad Connector")
89	(Poirot OR Poriot)
90	("Optimized Fixed Bidding")
91	(Marple)
92	(DRS)
93	(AwBid)
94	("AdX Direct")
95	(Bernanke)
96	(Alchemist)
97	("Project Bell")
98	((Differen* OR separate OR distinct) w/5 (market* OR business* OR demand))
99	((Dependen* OR locked OR locked-in OR must-call OR coerc*) w/5 (Google OR DFP OR "Double Click" OR DoubleClick OR DRX OR AdX OR GAM OR DCLK OR "Google Ad Manager" OR sellside OR "sell side" OR "Google Ads" OR GDN OR AdWords OR "Ad Words"))
100	("own the tag")
101	((Unique OR Differ*) w/5 (demand OR GDN OR AdWords OR "Ad Words" OR "Google Ads"))
102	((Pub OR Pubs OR Publisher*) w/5 switch*)
103	(Authoritar* OR stranglehold OR chokehold)
104	(advert* w/2 discount*)
105	("aggregated digital audience" OR (ADA w/5 (ad OR ads OR advert*)))
106	(Bernan* OR Bernak* or (Bell /3 (version or variant or project)) OR (Bell /20 call))
107	("billable usage" or billableusage*)

Exhibit B: Search Terms

Number	Search String
108	("client side" w/5 "yield groups")
109	("cookie concentration")
110	("Cost per auction")
111	(bid* or auction* or revenue or revshare or pay* or margin* or profit* or bill*) AND ((cross priority ranking" or "cross-priority ranking") or (CPR and algorithm*) or (CPR and auction*))
112	((DBM W/1 spend*) W/4 Adx)
113	("DFP Booked Price" or "PMP First Look" or "Flattening the Auction")
114	(" Dynamic Revenue Share " OR "Average Revenue Share" OR "ARS" OR ((average* w/1 (rev OR revenue)) and share))
115	("First Call" AND Bell)
116	("first look" or FLPAR or FLD)
117	("first refusal" OR "last look")
118	("floor setting" or (below w/1 floor))
119	("HB queries")
120	("line item limit" or "LI Limit")
121	("line item" w/10 stand*)
122	((lock* w/1 in) or "lock-in" or "lock up" or "switching cost") w/5 (Google OR DFP OR "Double Click" OR DoubleClick OR DRX OR AdX OR GAM OR DCLK OR "Google Ad Manager" OR sellside OR "sell side" OR "Google Ads" OR GDN OR AdWords OR "Ad Words")
123	("market competitiveness")
124	("Minimize buyer reaction")
125	("Open Ad Stream")
126	(Display AND (bid* or auction* or revenue or revshare or ((rev OR revenue) w/2 shar*)) or pay* or margin* or profit* or bill*) AND ("open auction" or OA) AND (gtrade OR Bernanke OR Bell OR Poirot OR Elmo OR revshare OR HB OR " header bidding " OR "open bidding" OR "exchange bidding" OR EBDA OR EB OR Jedi or (unif* w/1 auction) or (open W/1 bid*) or (exchange W/1 bid*) or (demand W/1 syndic*) OR OB OR UPF OR MBW OR "first look" OR "last look" OR (dynamic* w/3 allocat*) OR EDA or DA or waterfall* or (water w/2 fall*)))
127	("own the tag")
128	("preemptible inventory")
129	("Price/bid ratio")
130	((publish* w/2 discount*) OR "discount bands")
131	((Search W/1 advertis* W/1 remarket*) OR (GDN W/1 Remarket*) OR ("Google Display Network" W/1 Remarket*) OR (Felix AND KCT) OR "GDN Cross-Exchange")
132	("secret sauce")

Exhibit B: Search Terms

Number	Search String
133	("Silent rollout")
134	("Super Friends" OR superfriend* OR Wondertwin* OR AURAS OR (Proj* w/10 Grumpy) OR Cherpumple OR "Tame the Bull" OR "Indirect Tab" OR Manticore)
135	("take rate" or "take-rate")
136	((Adsense w/15 (demand or contract)) AND ((demand OR contract) W/15 (GCN OR GDN)))
137	((Adsense OR GDN) AND (bundle OR "closed system" OR "closed platform"))
138	((DV3 OR DV360 OR AW or Adword* or "Ad words" OR "Display & Video 360" OR "Analytics 360" OR SA360 OR "Search Ads 360" OR "Ad Manager 360" OR AM360) AND (bundle OR merge OR "Closed system" OR "Closed platform" OR unif*) AND (adx w/15 DFP or XFP or GFP or DRX or GAM))
139	(((dyn* w/1 (rev OR revenue)) and share) OR TDRS)
140	(((malic* w/1 code*) or (malic* w/1 software*) or malware) w/10 (violat* OR break* OR breach* OR comply) w/20 (policy OR policies OR rule OR rules))
141	(((unif* OR same) w/3 (pric* w/2 (floor* or rule or rules))) OR *unif* w/3 floor*)
142	(("AMP" OR ("accelerated mobile" w/1 Page) OR "AMP project" OR "AMP Page") w/50 (" header bidding " OR HB OR Jedi OR "client side" OR remote.html OR "Real Time Config" OR RTC OR cach* OR "pre-load" OR "pre-render" OR "render" OR AdX))
143	("Core Algorithm Update" OR (algorithm w/3 update)) and (compet* OR AdX OR "First Call" OR (Price w/3 Floor*) OR " Unified Pric* Rule*" OR " UPR " OR "unified auction" OR (unified W/1 floor*) OR "ad tech" OR DV3* OR AW or Adword* or "Ad words" OR (author* W/1 buyer*) OR "Google Ads" OR (exchange* w/10 rival*) OR Doubleclick OR DFP or XFP or GFP or DRX OR "Google Ad Manager" OR GAM OR " header bidding " OR HB OR "client side" OR Jedi OR "Google Publisher Tag")
144	((" Header bidding " OR HB OR "client side") w/5 ("yield groups" OR waterfal* or tag or "ad server"))
145	((bid* or auction* or revenue or revshare or pay* or margin* or profit* or bill*) AND ((malic* W/1 actor) or (Administer* AND strike*) or ("4th party" AND malic*) or ("Your AdWords Account" and Disapproved) or (Egregious AND malic*) or (RIND AND malic*) or ((partner or network) AND (suspension or terminat*) w/20 malic*)))
146	((3PE OR exchanges) W/10 reduc*)
147	((("Data Transfer" OR DT or UserID or "User ID" OR Cookie*) w/5 (Encrypt* OR Unencrypt* OR Decrypt OR Hash* or fingerprint*)) AND (bid* or auction* or revenue or revshare or ((rev OR revenue) w/2 shar*)) or pay* or margin* or profit* or bill*))
148	((DV3* OR "google ads" or AW or Adword* or "ad words" or (author* W/1 buyer*)) AND (exchange AND *allocat*))
149	((Honest OR pure OR true) w/5 price)
150	((news w/3 cycle) AND algorithm)

Exhibit B: Search Terms

Number	Search String
151	((bid* or auction* or revenue or revshare or pay* or margin* or profit* or bill*) AND ((preinstal* OR default) w/3 install*))
152	((bid* or auction* or revenue or revshare or pay* or margin* or profit* or bill*) AND (price W/1 priorit*))
153	((Redact* w/5 bid*) OR (Redact* w/5 transaction) OR (Hash* w/5 bid*) OR (Hash w/5 transaction) OR (Encrypt* w/5 bid*) OR (Encrypt* w/5 transaction*) or (Redact* w/10 (auction or trunc*)))
154	((remnant or backfill or "fill rate") w/5 (inventory OR Sales OR leftover OR "left over"))
155	((Viewable w/5 CPM) OR vCPM OR (viewable w/5 attribut*))
156	(display AND (DV360 or "Google ads" or AdWords or "Ad Words") AND *amalgam)
157	((multihoming or "multi-homing"))
158	((AdWords OR "Ad Words" OR "Google Display Network" OR GDN OR DoubleClick OR "Double Click" OR "Double-Click" OR "Bid Manager" OR DBM OR "Campaign Manager" OR DCM OR DFA OR "Ads Data Hub" OR ADH OR "DoubleClick Studio" OR "DoubleClick Search" OR "Google Analytics 360 Suite" OR GA360 OR " DoubleClick for Publishers " OR DFP OR "Ad Exchange" OR AdX OR "Ad X" OR "Google Ads" OR "Smart Campaigns" OR "Google Marketing Platform" OR "Display & Video 360" OR "Display and Video 360" OR DV3 OR AW or Adword* or "Ad words" OR (author* w/1 buyer*) OR "Campaign Manager" OR Studio OR "Search Ads 360" OR SA360 OR "Google Analytics" OR "Google Ad Manager" OR GAM OR AdSense OR "Ad Sense" OR AdMob OR "Ad Mob" OR DVIP OR AdMeld OR AFS OR AFC OR DRX or XFP or GFP OR "X for Publishers" OR GMP OR DV3 OR DV360 OR SA3 OR "X for Advertisers" OR XFA OR GCN OR "Relay Media" OR (invite pre/3 media) OR DRX OR "Advertising Exchange" OR ADXSSL OR "Ad Manager 360" OR AM360) w/20 (*revshare* or ((rev OR revenue) w/2 share)))
159	("all or nothing")
160	("authoritarian intermediary")
161	("be-all, and end-all")
162	("build a moat")
163	("compels publishers")
164	("critical threat")
165	("existential threat")
166	("f1.revshare")
167	("header bidding and header wrappers are BETTER")
168	("impression_cost" or "imp_cost")
169	((bid* or auction* or revenue or revshare or pay* or margin* or profit* or bill*) AND ("level playing field"))
170	("Minimum Bid to Win" OR MBW OR MBTW OR HOB OR "highest other bid" or "highest other bids" or "minimum bid to win" or "min bid to win" or "min_bid_win")
171	("open our systems")
172	("optimized fixed bidding" OR OFB)

Exhibit B: Search Terms

Number	Search String
173	("overcharging our advertisers")
174	("partner_revshare_scaling_factor")
175	("Private Marketplace" OR PMP)
176	("unlikely they can do better")
177	("winner_publisher_revenue_share")
178	(AdRank)
179	(algorith* w/3 update*)
180	(automattic)
181	(bleeding /15 (share OR sales OR margin OR rev OR revenue OR customers OR clients OR pub* OR advert* OR inventory OR impressions OR clicks OR cash OR volume))
182	(bowflex)
183	(Bulbasaur)
184	(cannibal* w/5 (revenue OR demand OR impression OR AdX OR purchas* OR dollar))
185	(decision w/1 (engine* or logic*))
186	(dremel* w/10 (rev OR revenue or pay*))
187	(first_look OR demand_syndication OR market_maker OR programmatic_non_guaranteed OR ContentAdRequest* or content_ad_request* OR SupermixerRequest* OR ContentAdResponse* OR content_ad_response* OR RunSingleSlotAuction* OR InventorySegmentList)
188	(FirstLookSegment OR RankCandidates* OR *CPMThreshold* OR AdxAuctionType OR PercentageAdsTierRanker OR EcpmTierRanker OR TwoStageTierRanker* OR RejectionThreshold OR tier_candidates OR prediction_signals OR MatchingRankerWithCrossPriorityAdx OR OptimizedPoddingRanker)
189	(fuzzificat*)
190	(Keypart* or timeusec2*)
191	(kickback)
192	((bid* or auction* or revenue or revshare or ((rev OR revenue) w/2 shar*)) or pay* or margin* or profit* or bill* or (dynamic* w/3 allocat*) or DA or EDA) AND (optimiz* w/2 (compet* or pric* or supply or floor*))
193	(Pichai w/10 (Kill OR Divert OR Weaken OR "Off Line" OR Compete OR competition OR Boost OR Coerce OR force OR integrat* OR combin* OR unif* OR consolidat* OR incorporat* OR join* OR link* OR interfac* OR interop* OR fold* OR rebrand* OR bundle OR merge OR tie) AND Display AND (bid* or auction* or revenue or revshare or pay* or margin* or profit* or bill*))
194	(Poirot OR Poiret OR Elmo)
195	(Proj* w/2 Jordan)
196	(right w/2 refus*)

Exhibit B: Search Terms

Number	Search String
197	(Shown_impression_set OR not_shown_impression_set OR sov_missed_impression_set OR low_ctr_impression_set OR webpropertypagesettings OR *revshareinfo* OR second_price_auction OR fixed_cpm OR private_exchange OR programmatic_reservation)
198	(switch* w/2 (cost* OR burden* OR platform*))
199	(Tmax)
200	((bid* or auction* or revenue or revshare or pay* or margin* or profit* or bill*) AND underpay*)
201	(UPF OR UPR OR (pric* w/3 floor) OR (pub* w/10 floor) OR ("win rate" w/10 floor))
202	(ZEDO)
203	((cap OR capping OR limit*) w/3 (line w/2 item*))
204	(*inform.com OR *newsinc.com OR (*zenithmedia-na.com AND (Inform OR NDN OR "News Distribution Network")))
205	(Greg OR Brittany) w/2 Peters
206	(develop* OR plan OR plans OR planned OR planning OR introduc* OR updat* OR revis* OR chang* OR objectiv* OR modif* OR design* OR create OR creates OR created OR creating OR experiment* OR test OR testing OR tested OR tests OR Rasta) /25 (OB OR (demand w/1 syndic*))
207	((complain* OR angry OR mad OR upset* OR problem* OR unfair OR exploit* OR leverage* OR harm* OR hurt* OR protest* OR oppose* OR object* OR annoy* OR dissatisfied OR dissatisfaction OR disadvantage* OR degrad*) /15 ((open w/1 bid*) OR (exchange w/1 bid*) OR (demand w/1 syndic*)))
208	(((open w/1 bid*) OR (exchange w/1 bid*) OR (demand w/1 syndic*)) /10 (impact* OR affect* OR result* OR increas* OR higher OR decreas* OR declin* OR reduc* OR low*) /15 (revenue* OR profit* OR yield* OR return* OR spend* OR fee* OR rate* OR charge* OR cost*))
209	(complain* OR angry OR mad OR upset* OR problem* OR unfair OR exploit* OR leverage* OR harm* OR hurt* OR protest* OR oppose* OR object* OR annoy* OR dissatisf* OR disadvantage* OR degrad* OR disfavor*) w/20 ((open w/1 bid*) OR (exchange w/1 bid*) OR (demand w/1 syndic*))
210	(((open w/1 bid*) OR (exchange w/1 bid*) OR (demand w/1 syndic*)) w/20 (exchange* OR OpenX OR AppNexus OR Rubicon OR Pubmatic OR Telaria OR "Verizon Media" OR (Verizon w/3 exchange) OR Oath OR Teads OR FBX OR InMobi OR MoPub OR Ooyala OR "Transparent Ad Marketplace" OR "Unified Ad Marketplace" OR "Index Exchange" OR Adform OR SpotX OR Epom))
211	((open w/1 bid*) OR (exchange w/1 bid*) OR (demand w/1 syndic*)) AND (Publisher* OR pub*) AND ((ad OR ads) w/20 (spend* OR revenue* OR profit OR budget OR allocat*))
212	((open w/1 bid*) OR (exchange w/1 bid*) OR (demand w/1 syndic*)) w/20 (fee OR fees OR cost* OR charg* OR cut OR percentag* OR % OR pric* OR pay OR paid)

Exhibit B: Search Terms

Number	Search String
213	("network effect" or "network effects" or NE) w/50 (AdWords OR "Ad Words" OR "Google Display Network" OR GDN OR DoubleClick OR "Double Click" OR "Double-Click" OR "Bid Manager" OR DBM OR "Campaign Manager" OR DCM OR DFA OR "Ads Data Hub" OR ADH OR "DoubleClick Studio" OR "DoubleClick Search" OR "Google Analytics 360 Suite" OR GA360 OR "DoubleClick for Publishers" OR DFP OR "Ad Exchange" OR AdX OR "Ad X" OR "Google Ads" OR "Smart Campaigns" OR "Google Marketing Platform" OR "Display & Video 360" OR "Display and Video 360" OR AW or Adword* or "Ad words" OR (author* w/1 buyer*) OR "Campaign Manager" OR Studio OR "Search Ads 360" OR SA360 OR "Google Analytics" OR "Google Ad Manager" OR GAM OR AdSense OR "Ad Sense" OR AdMob OR "Ad Mob" OR DVIP OR AdMeld OR AFS OR AFC OR DRX or XFP or GFP OR "X for Publishers" OR GMP OR DV3 OR DV360 OR SA3 OR "X for Advertisers" OR XFA OR GCN OR "Relay Media" OR (invite pre/3 media) OR DRX OR "Advertising Exchange" OR ADXSSL OR "Ad Manager 360" OR AM360)
214	(("Search Engine Optimization" OR "SEO" OR (Search w/3 Rank*) OR "Organic Search Results" OR "Search Results Page" OR "SRP" OR "Search Engine Results Page" OR "SERP") w/20 (compet* OR AdX OR "First Call" OR "ad tech" OR DV3 OR DV360 OR AW or Adword* or "Ad words" OR (author* w/1 buyer*) OR "Google Ads" OR exchange* OR rival* OR Doubleclick OR DFP OR "Google Ad Manager" OR GAM OR " header bidding " OR HB OR "client side" OR Jedi OR EAT OR EEAT OR "Human Reviewers" OR "NewsGuard" OR "Links Report" OR "Google Publisher Tag" OR GPT OR "one google tag" OR gtag OR "show_ads" OR "Global Site Tag" OR "core web vitals" OR "page experience" OR "mobile usability" OR (policy w/1 issue*) OR (sensitive pre/1 category*) OR ("Digital Content" pre/1 Label*) OR "core algorithm update" OR showcase))
215	((*direct w/2 (sale* OR campaign* OR ad OR ads OR advert* OR channel* or deal)) w/20 ((dynamic* w/3 allocat*) OR DA OR EDA OR AdX OR "Other Exchanges" OR DFP OR GAM OR "Google Ad Manager" OR programmatic* OR exchang* OR waterfall*))
216	("Daily Mail" OR "MailOnline" OR "Mail Online" OR DMGT OR "Associated Newspapers" OR "Mail Media" OR "Mail on Sunday")
217	(("Multi Media" w/1 Channel*) OR (Clarksburg w/1 (pub or publishing)) OR "Coastal Point" OR (Eagle w/1 Print*) OR Ecent OR Emmerich OR (Delta w/1 Dem*) OR (Commonwealth w/1 (pub or publishing)) OR "Delta Press" OR "Newton County Appeal" OR (Marion w/1 (pub or publishing)) OR Yazoo OR Sunland OR (Simpson w/1 (pub or publishing)) OR (Montgomery w/1 (pub or publishing)) OR Franklinton OR (Charleston w/1 (pub or publishing)) OR "Clarion Publishing" OR (Scott w/1 (pub or publishing)) OR (Clarke w/1 (pub or publishing)) OR (Hattiesburg w/1 (pub or publishing)) OR (Tallulah w/1 (pub or publishing)) OR (Louisville w/1 (pub or publishing)) OR "Kosciusko Star" OR "Enterprise-Tocsin" OR "Grenada Star" OR (Tate w/1 (Rec OR Record)) OR (Flag w/1 (pub or publications)) OR "Gale Force" OR "HD Media" OR (Journal pre/1 (Inc OR Incor*)) OR (Robinson w/1 (Comm OR Comms OR Commun*)) OR "Something Extra" OR "Rome News" OR "Times Journal" OR (Neighbor w/1 News*) OR (Savannah w/1 (pub or publishing)) OR (Gould w/1 (Ent OR Enterprise* OR Entertain*)) OR "Union City Daily" OR "Weakley County Press" OR (Southern w/1 (Comm OR Comms OR Commun*)) OR "News Media Alliance" or NMA OR Mikula or JLaSalle or "Genius Media" or ("The Progressive" w/1 (Mag OR Mags OR Magazine*)) or (Sterling w/1 (Inter OR Internat*)) or "The Nation Company")
218	(RASTA w/50 (XFP or GFP or DRX or DFP or GAM or adX or adwords or adsense or "google ads" or dv360 or DBM) w/50 (auction* or algorithm* or rule* or bid* or request* or quer* or deal* or *cpm or cpc or cpa or ctr or floor or pctr or revshare or allocation))
219	((thrott* OR disabl*) w/5 (advertiser* or buyer* or publisher* or seller*))

Exhibit B: Search Terms

Number	Search String
220	((traffic w/5 (shap* OR algo* OR high)) w/20 (traffic w/5 (ad OR ads OR advert* OR publisher* OR pub* OR customer* OR news OR pac*)))
221	("Gannett" OR "GateHouse" OR "Journal Media Group" OR "JMG" OR "SMG" OR "Sports Media Group" OR "Tenga" OR "USAT")